

**PART IV -- REPRESENTATIONS AND INSTRUCTIONS****SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS OR RESPONDENTS****L.1 52.252-1 SOLICITATION PROVISIONS INCORPORATED BY REFERENCE (FEB 1998)**

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. The Offeror is cautioned that the listed provisions may include blocks that must be completed by the Offeror and submitted with its quotation or offer. In lieu of submitting the full text of these provisions, the Offeror may identify the provision by paragraph identifier and provide the appropriate information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this address: [www.arnet.gov/far/](http://www.arnet.gov/far/).

(End of clause)

**FEDERAL ACQUISITION REGULATIONS (48 CFR CHAPTER 1) CLAUSES**

<b><u>NUMBER</u></b>	<b><u>TITLE</u></b>	<b><u>DATE</u></b>
52.214-5	SUBMISSION OF OFFERS	MAR1997
52.214-6	EXPLANATION OF PROSPECTIVE OFFERORS	APR 1984
52.214-7	LATE SUBMISSIONS, MODIFICATIONS AND WITHDRAWALS OF PROPOSALS	MAR1997
52.214-12	PREPARATION OF OFFERS	APR 1984
52.214-34	SUBMISSION OF OFFERS IN THE ENGLISH LANGUAGE	APR 1991
52.214-35	SUBMISSION OF OFFERS IN U.S. CURRENCY	APR 1991
52.215-1	INSTRUCTIONS TO OFFERORS – COMPETITIVE ACQUISITION – WITH ALTERNATE I (OCT 1997)	FEB 2000
52.215-16	FACILITIES CAPITAL COST OF MONEY	OCT 1997
52.222-24	PRE-AWARD ON-SITE EQUAL OPPORTUNITY COMPLIANCE REVIEW	FEB 1999
52.222-46	EVALUATION OF COMPENSATION FOR PROFESSIONAL EMPLOYEES	FEB 1993
52.232-13	NOTICE OF PROGRESS PAYMENTS	Apr-84
52.237-10	IDENTIFICATION OF UNCOMPENSATED OVERTIME	OCT 1997

**L.2 TYPE OF CONTRACT (FAR 52.216-1)**

The Government anticipates structuring a single contract award for an Indefinite Delivery, Indefinite Quantity (ID/IQ) type delivery order against which either firm-fixed-price (FFP), firm-fixed price with incentive (FFP-I) or time and materials (T&M) type task orders, or a combination thereof, will be placed.

**L.3 52.252-5 AUTHORIZED DEVIATIONS IN PROVISIONS (APR 1984)**

- (a) The use in this solicitation or contract of any Federal Acquisition Regulation (48 CFR Chapter 1) provision with an authorized deviation is indicated by the addition of “(DEVIATION)” after the date of the provision.
- (b) The use in this solicitation or contract of any Commerce Acquisition Regulation provision with an authorized deviation is indicated by the addition of “(DEVIATION)” after the name of the regulation.

**L.4 1352.252-71 REGULATORY NOTICE (MAR 2000)**

The Offeror is advised that certain provisions and clauses identified with a Commerce Acquisition Regulation (CAR) notation for identification purposes have not yet been binding for this acquisition and will be contained in the CAR at Part 13 of Title 48 of the Code of Federal Regulations.

**L.5 1352.215-73 INQUIRIES (MAR 2000)**

All questions concerning this solicitation shall be submitted in writing via e-mail to: [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov). Questions must be received no later than January 25, 2007, at 3:00 PM (EST). All responses to the questions will be made in writing by February 9, 2007 and included in an amendment to the solicitation, as necessary.

**L.6 OVERVIEW OF ACQUISITION PROCESS**

The anticipated acquisition schedule milestones for submission of proposals and evaluations are as follows:

DATE	PROCESS
Jan-16-2007	Release Final RFP
Jan-25-2007	Deadline to receive questions from Vendors (See L.5)
Feb-9-2007	Questions & Answers posted on 2010 Comm Web site (See L.5)
Feb-28-2007	Written proposals due from Offerors (See Table L.1 for all dates)
May 16-2007	Competitive Range Determination (See L.10)
June 5 – 22-2007	Oral Presentation & Discussions/Negotiations (See L.11 & L.12)
Jun 21 – Jul 6-2007	Proposal Revision from Offerors
Jun-25 – Aug. 7-2007	Evaluation / Further discussions (if necessary)
Aug 7-2007	Discussions / Negotiations closed
Aug 8 - Aug 24 -2007	Final evaluation & Consensus
Aug -31-2007	Source Selection (Award) Announcement (See L.19)

**L.7 WRITTEN PROPOSAL INSTRUCTIONS**

- (a) Each Offeror shall submit a three-volume written proposal, which shall be divided and marked as follows:
  - Volume I – Similar Experience, Past Performance and Key Personnel
  - Volume II – Technical, Management, and Small Business Subcontracting Approaches
  - Volume III – Price Proposal.
- (b) An Offeror who fails to submit a written proposal in its entirety (Volumes I, II and III) at the time of proposal submission will be rejected from further consideration.
- (c) Each volume shall be divided in sections as described below, and each section shall be identified with its respective number (e.g. Section I-1, Section I-2, etc.). A two (2) page Executive Summary of the information contained in the following sections/subsections shall be included at the beginning of each section. The information provided in the Executive Summary is not to introduce any new marketing literature or any other extraneous information and will not be evaluated. (Table L.2 summarizes written proposal format and content.)
- (d) The Offeror shall submit only the information required by this section in response to this RFP. Marketing and product literature, product and marketing videos, catalogs, manuals, product literature, or other extraneous information, either electronic or hard copy provided with the proposal or at the oral presentation will not be reviewed or utilized in the evaluation.

**L.7.1 Volume I – Similar Experience, Past Performance & Key Personnel**

Volume I of the written proposal will be comprised of three sections, as defined below.

**(a) Section I-1 - Similar Experience**

Section I-1 shall present evidence of the Offeror's and its Teaming Partners' similar experience on up to five (5) campaigns performed in the past five (5) years. Contracts of similar size, scope and complexity to the 2010 Census Communications Campaign efforts are preferred.

Attachment L.1 provides the **Similar Experience Matrix Template**, which shall be used for all similar experience projects. The format may not be modified except to expand boxes to accommodate additional text. Each portion of the template may be expanded at the Offeror's discretion, so long as the total pages for each project reference do not exceed four (4) pages. When completing the matrix, the Offeror shall maintain the topic of each box, but shall delete the description of each box provided by the Government. No additional items beyond the required content may be added to the template.

Each one of the five (5) campaigns presented must have been performed with the involvement of at least one (1) of the key personnel proposed for the 2010 Census Communications Campaign Contract. Similar experience information shall be included for Offeror-selected federal, state, local government, or commercial contracts. If available, at least one (1) similar experience should be from a government contract. The Offeror may include contracts on which the Offeror, or any proposed Teaming Partner(s), have performed or is performing work, as a Program/Project Lead, Prime Contractor or as a Subcontractor.

When the Offeror consists of a team of companies, similar experience for the Prime Contractor must be provided for at least two (2) of the required projects. Beyond this requirement, it will be at the Offeror's discretion which additional experiences to provide.

(b) Section I-2 – Contractor's Past Performance Questionnaires

The Offeror shall ~~submit in the proposal a~~ List of Contractor's Past Performance References, with contact information, from whom a Past Performance Questionnaire has been requested. At least one (1) Contractor's Past Performance Questionnaire shall be received for **each** project presented on Section I-1, Similar Experience. A maximum of five (5) past performance references shall be provided. ~~Any information provided by the Offeror's referenced customer is subject to~~ verification/validation by the Government during the evaluation process.

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**Deleted:** The list shall be submitted via email to [acq.2010.comm.@census.gov](mailto:acq.2010.comm.@census.gov), in accordance with Table L.1, Written Proposal Delivery Schedule.

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In the written proposal, the Offeror shall provide the same list of references that was submitted to the Government via email, as described above.

Attachment L.2, **Contractor's Past Performance Questionnaire**, provides the questionnaire to be sent to the Offeror's references. Evaluations shall be completed by the Contracting Officer / Contract Manager of each referenced campaign, or by an official or supervisor directly involved and knowledgeable of the Contractors' performance for the referenced campaign. The format may not be modified except to expand boxes to accommodate additional text. No additional items beyond the required content may be added to the template.

The Offeror shall contact past performance references directly and request that they complete and submit the attached past performance questionnaires to the Government. The Offeror shall request that the past performance references return completed questionnaires directly to the Government in accordance with Table L.1, Written Proposal Delivery Schedule, and the *Instructions to Evaluator* section of each questionnaire.

~~By March 9, 2007,~~ the Government will provide the Offeror with confirmation of received/non-received past performance questionnaires, so that the Offeror may follow-up with references of non-received past performance questionnaires. After ~~March 16, 2007,~~ the Government will follow-up with references of non-received past performance questionnaires ~~to facilitate receipt of the questionnaires.~~

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(c) Section I-3 – Key Personnel

It is at the Offeror's discretion as to which positions they designate and propose as Key Personnel. The Contractor shall designate as key personnel persons that will work on the 2010 Census Communications Campaign Contract, either from the Prime Contractor or its Subcontractor(s). The Offeror's Key Personnel for the 2010 Census Communications Campaign Contract are subject to the Key Personnel provisions of Section H.4. While personnel are not required to be cleared by the Government at the time proposals are submitted, the Offeror shall ensure that all key personnel proposed will be able to successfully complete the Government's clearance process at contract award.

The following documents should be submitted for each Offeror's key personnel:

1. Key Personnel Resume

The Offeror shall provide resume summaries for each person designated as key, providing only relevant experience information. Resumes shall include information on each individual's training and work experience (including name of employers and date of employment), production and publications credits, and awards, if any. Offerors are advised that the Government is interested in relevant experience only, and should utilize only the space required to convey this information. Resumes are not to exceed three (3) pages each, and shall contain:

- Full name;
- Job title for which the individual is proposed;
- Education qualifications;
- Chronological work experience relevant to this campaign;
- A brief narrative description of the work experience;
- Name and contact information of two (2) Government or commercial contract references; and
- A dated and signed statement by the individual certifying that all information on the resume is accurate.

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2. Key Personnel Letters of Commitment

The Offeror shall provide letters of commitment that provide evidence of the corporate intent to commit these Key Personnel in the service of the 2010 Census Communications Services Contract requirements from the date of contract award through the completion of the applicable work. A letter of commitment shall include the name of the person whose resume is provided, and an indication of the percentage of time the employee will be assigned to all phases of this project.

In addition, the letter of commitment shall certify that the Government shall have full access to Key Personnel as required by the Government. A corporate official and each key person shall sign the commitment letters. Letters should be scanned for insertion into the proposal and are limited to one (1) page each.

## **L.7.2 Volume II - Technical, Management & Small Business Subcontracting Approaches**

Volume II of the written proposal will be comprised of three sections, as defined below.

### **(a) Section II-1 – Technical Approach**

This section shall be divided in three sub-sections as defined below.

#### **II-1.1 – Overall Technical Approach**

Technical Approach is defined as the Offeror's approach, skills, processes and methodologies, as well as ability, to successfully perform all work required, as described in Section C of the RFP.

In this sub-section, the Offeror shall provide a description of its overall technical approach for fulfilling the requirements for the contract, addressing at a minimum the following aspects:

1. Understanding of the 2010 Census and the 2010 Census Communications Campaign requirements;
2. Technical approach to successfully perform all requirements of the campaign, as defined in Section C of the RFP. Offerors shall identify all vendors that are part of their core team and the work each vendor will specialize on during the performance of the contract. In addition, the Offeror shall address how it will leverage the relevant knowledge and lessons learned from similar past experiences to the 2010 Census Communications Campaign.
3. Technical approach to integrate multidisciplinary campaign channels (i.e. advertising, media, public relations, special events, etc.)
4. Technical approach to reach numerous and diverse audiences, in diverse languages; and
5. Approach to buy media in bulk, providing cost efficiencies to the Government.

#### **II-1.2 – Response to Target Segment Exercise**

In this sub-section, the Offeror shall provide a solution to the Target Segment Exercise, as defined in Attachment J.1. The Offeror shall refer to the attachment for specific instructions on how to submit their response to this sub-section.

#### **II-1.3 – Proposal for Task Order No. 1**

In this sub-section, the Offeror shall submit a proposal, including the specific steps, processes and resources that they will employ to develop the national communications plan, as described in the Statement of Work for Task Order No. 1 (Attachment J.4.).

The Offeror is NOT being asked to develop the communications plan in response to this RFP, only to propose their technical approach for developing the plan. The development of the plan will be the first task order issued after contract award.

The proposal shall clearly and fully detail the Offeror's understanding, capabilities and technical approach to developing a national communications plan for the 2010 Census communications campaign. The technical approach outlined shall describe the Offeror's process and work plan, including all steps and elements for developing the communications plan as defined in Section 3 of the Attachment J.4, manage the task and to successfully meet or exceed performance requirements as defined in Section 8 of the Attachment J.4. Stating that the Offeror understands and will comply with the requirements will not be adequate. Similarly, phrases such as "standard procedures/methods will be employed" or "well-known techniques will be used" will not be acceptable.

The proposal shall include a timetable for the performance of the task and a list of proposed deliverables, (including those required in Section 7 of the Attachment J.4), with specific delivery dates for each.

The proposal shall include a staffing plan with a list of names and proposed duties of the professional personnel, consultants, key subcontractor employees assigned to the project, as well as the approximate percentage of time each individual will be available for this project. If personnel additional to that proposed as Key Personnel for the 2010 Census Communications Campaign contract are being proposed as key personnel for Task Order No. 1, the Offeror shall provide the appropriate resume(s), following the instructions in Section L.7.1(c)1 of this RFP. The additional resume(s) shall be included as part of this sub-section only, and do not count toward the page limitation for this section.

**No price information** for Task Order No. 1 shall be included in this sub-section. Price information shall be included in Volume III.

**(b) Section II-2 – Management Approach**

The Management Approach is defined as the Offeror's processes and methodologies, as well as intentions, in regards to management of the project: the application of resources, techniques and managerial skills to project activities to meet project requirements.

The Offeror's Management Approach should be addressed in a Project Management Plan, as described below. The plan shall include at a minimum:

- The Offeror's planned management team organizational structure for the 2010 Census Communications Campaign, keeping in mind the large numbers of staff involved, both from the Contractor team and from various Census Bureau groups. Include individuals' authority, roles, responsibilities, and internal reporting relationships.

- The Offeror's planned process, procedures and policies for integrating large numbers of staff, principally addressing integration of multiple, geographically dispersed members of the Contractor team and various Census Bureau groups and stakeholders, promoting participation from all, and ensuring overall campaign quality, cohesiveness and message consistency.
- The Offeror's planned process for submitting deliverables and materials to the Government. The process shall account for review and approval processes, as well as delivery of final products. The proposal shall specify technologies, tools and/or methodologies, and document formats to be employed as part of the process, taking into account the Government's requirements for deliverables inspection, reviews and acceptance, as described in Section E.2.3 of the RFP.
- The Offeror's proposed quality standards and processes for evaluating overall project performance on a regular basis to provide confidence that the project will satisfy the specified standards. The plan will also allow for monitoring project results to determine their compliance with Government standards and requirements, and identify and correct errors as well as identify ways of eliminating causes of unsatisfactory performance.
- The Offeror's plan for mitigating and/or managing risks, both in proactive and reactive modes. The Offeror shall identify any foreseen risks for the 2010 Census Communications Campaign and propose its prevention and/or management processes, techniques and tools in response to them.

**NOTICE:** Section II-1 – Technical Approach and Section II-2 – Management Approach **combined** shall not exceed **sixty (60) pages** in total. The Offeror may distribute information and arrange topics at its discretion, as long the total pages do not exceed the allowed amount.

**(c) Section II-3 – Small Business Subcontracting Approach**

The Offeror shall submit a **Small Business Subcontracting Plan** for this acquisition. The plan must be submitted in accordance with FAR Part 19, with specific attention paid to FAR 19.7 and FAR 52.219-9.

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In the plan, the Offeror shall propose goals for the use of small businesses for each category below, expressed in terms of percentages of total contract value for this contract.

Small disadvantaged businesses	_____%
Women-owned small businesses	_____%
HUBZone small businesses	_____%
Veteran-Owned Small Businesses	_____%
Service-disabled Veteran-Owned Small Businesses	_____%
Small Businesses (inclusive of all of the above)	_____%



The Offeror is strongly encouraged to propose the goals of the government identified under RFP Section C.6. However, if the Offeror is unable to propose the government's goals, the offeror shall provide a written justification and ensure the government that it is committed in achieving the goals proposed in its Subcontracting Plan.

At a minimum, the plan shall identify the percentage and the type of work/function estimated to be subcontracted for each small business category, and the process for selecting small business subcontractors. The DOC's Small Business Subcontracting Plan Outline is provided as Attachment J.6. This outline can be used as sample when developing the plan.

All prospective Subcontractors contacted by an Offeror in any manner should be expressly advised in writing that no solicitation shall be construed in any manner to be an obligation on the Offeror's part to enter into a subcontract with said Subcontractor. Nor shall any contract result in any claim whatsoever against the United States Government for reimbursement of costs for any efforts expended by said Subcontractor, regardless of whether or not the Offeror is successful in receiving a contract as a result of this proposal.

In addition, the Offeror shall submit a **Small Business Participation Plan**. At a minimum, this plan shall include any plans to mentor emerging and other small businesses and plans to include and involve small businesses during the performance of the contract and promote their participation within the contract. There is no page limitation on this subsection.

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#### (d) Section II-4 – Representations, Certifications and Other Statements of Offerors

The Offeror shall copy and complete paragraph (c) of FAR provision 52.204-8, as identified in Section K, and include as part of the proposal. There is no page limitation on this subsection.

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### **L.7.3 Volume III – Price Proposal**

The price proposal shall be consistent with and support the other sections of the proposal. All commitments in the technical proposal that affect the Offeror's price proposal shall be discussed and quantified in the price proposal.

An Offeror's proposal is presumed to represent its best efforts in responding to the solicitation. Inconsistencies, whether real or apparent, between promised performance and price, should be explained in the proposal. For example, if the intended use of a new and innovative production technique is the basis for an abnormally low estimate, the nature of these techniques and their effect on price should be explained. If a corporate policy decision has been made to absorb a portion of the estimated price, it should be stated in the proposal. Any significant inconsistency, if unexplained, may raise a fundamental issue as to the Offeror's understanding of the nature and scope of the work required and of its financial

ability to perform the contract. The burden of proof as to price credibility rests with the Offeror.

The price proposal shall represent the Offeror's best estimate and experience with the functions described in Section C and the Statement of Work for Task Order No. 1 (Attachment J.4).

Prices shall be rounded to the nearest dollar. All prices shall be fully discounted billable prices reflecting all discounts. To be considered for award, the Offeror shall enter the price data required to complete Tables B.1 through B.5.

The Government may use an Independent Government Cost Estimate for determining price reasonableness, etc. The Offeror's price (Section B, Tables B.1 through B.5) shall include all items to be delivered.

While cost and price data, as defined by FAR 2.101, is not required in response to this RFP, the submission of such cost and pricing data, or information other than cost and pricing data, as defined by FAR 2.101, may be required when negotiating future task orders under this contract for which there is no adequate price competition. Pursuant to the Federal Acquisition Regulation (FAR), the contracting officer is responsible for obtaining information that is adequate for evaluating the reasonableness of the price or determining cost realism, but the contracting officer will not request more information than is necessary. If the contracting officer cannot obtain adequate information from sources other than the offeror, the contracting officer must require submission of information other than cost or pricing data from the offeror that is adequate to determine a fair and reasonable price (10 U.S.C. 2306a(d)(1) and 41 U.S.C. 254b(d)(1)). While the contracting officer will use every means available to ascertain whether a fair and reasonable price can be determined before requesting it, circumstances may require submission of cost and pricing data for future task orders under this contract.

The Price Proposal is not subject to page limitations; however, the Offeror shall include only information that is pertinent to pricing matters. Volume III shall be composed of the following sections:

**(a) Section III-1 – Price – General Information**

This section shall contain:

- Offeror's current financial status and plans relative to this contract, including information documenting its financial condition and financial capability to conduct a project of the type and magnitude of this contract, including buying media in bulk. This information shall be provided at both the corporate level and the lowest level pertinent to the Offeror's financial condition. If the Offeror is a division, subsidiary, or other business affiliate of a firm for which the financial information is submitted, the financial relationship between the parent and affiliate should be clearly described. Include, at a minimum, the following information:

- Name and location of the company and all its divisions, highlighting the division(s) expected to perform the effort.
- Other pertinent information on financial resources available to the company.
- Approval of Business Systems - The Offeror shall state whether or not all of the Offeror's systems that require Government approval, such as purchasing, estimating, and property administration, are currently approved without condition. If not, the Offeror shall explain for each system that has not been approved or that has received conditional approval:
  - Why the system is not approved or unconditionally approved.
  - What actions the Offeror has taken to obtain approval.
  - The status of the approval.
  - The estimated time frame in which the Offeror expects to receive approval.

If the Offeror has developed any specific management procedures or systems expressly for the contract, the Offeror shall include a brief discussion in this section of the proposal.

- Prime and Subcontractor Agreements - An Offeror who intends to use teaming agreements in performance of this contract shall provide a copy of the agreement. If proposing a joint venture, the Offeror shall provide a copy of the joint venture plan/agreement.
- A statement of any known potential conflicts with existing efforts being performed under contracts or subcontracts, and shall address its plans for ensuring avoidance of conflict of interest under this contract. Of critical importance is the Offeror's commitment to the performance of the work required under this contract. Thus, the Offeror shall provide a brief narrative discussion of how a future conflict would be resolved so as to ensure that there is no interruption in the work performed under the contract.

**(b) Section III-2 – Price Proposal**

The Offeror shall complete and submit Tables B.1, B.2, B.3, B.4 and B.5 in response to this Section, which shall include:

- Table B. 1 - Offeror's proposed firm-fixed-price for satisfying the requirements set forth in Task Order No. 1, as defined in Attachment J.4. The final deliverable of this task is a national communications plan in support of the 2010 Census, to be approved by the Government at the end of the task. Offerors shall price their effort from initial research through receiving final approval of the plan from the Government.

When developing the firm fixed price for Task Order No. 1, Offerors **shall** include profit as part of the fixed price. The proposed firm-fixed price **shall not** include any travel or travel associated costs, or any award fee (incentive) proposed under the Award Fee Plan.

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Task Order No. 1 will be awarded based on the technical and firm fixed price (FFP) proposal submitted for the task. In addition, the FFP for this effort will be the basis for cost comparison in terms of Best Value for award of the 2010 Census Communications Campaign IDIQ contract.

- Table B.2 - Offeror's proposed fees for performing the requirements of the contract, including, but not limited to, subcontracting handling fees, general & administrative costs (G&A), overhead costs (OH), fringe benefits and profit. The rates proposed for Table B.2 shall apply for Task Order No. 1 and for future task orders, for the prime offeror only. Prior to awarding new tasks, if the negotiated rates change based on the audit findings from an approved audit agency, the Government and the Contractor may discuss and negotiate these changes.
- Table B.3 – All Offeror's proposed labor categories to perform under Task Order No. 1, and the unburdened labor hourly rates for each one of the labor categories listed for both the Offeror and all subcontractors performing during Task Order No. 1. The purpose of this table is to provide the Government an understanding of the Offerors' cost of labor in relation to performing the defined work under Task Order No. 1. The Government desires insight into all hourly labor costs used to determine the FFP for Task Order No. 1. Future task orders will be negotiated based on the actual labor estimate (and costs) for the defined work ordered at that time.
- Table B.4 – Offerors' estimated travel costs for completing Task Order No. 1. The Government anticipates the award of a Time and Material task order dedicated solely to travel expenses. This table is being used for budgetary purposes only to assist us in estimating the cost for travel. Travel costs under this contract will be as required and cannot be determined at this time. Offerors' insight and estimates will assist the Government in planning for the contract. Refer to sections B.1(c) and H.13 when completing this table.
- Table B.5 – Offerors' proposed incentive to be included in Section I.8. Incentive Subcontracting Program (FAR 52.219.10). Upon completion of the contract, it is the Government's intent to provide the Contractor an incentive for exceeding the negotiated small business subcontracting. Offerors shall refer to Section I.8 when completing this table.

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**(c) Section III-3 – Explanation of Pricing**

This section is designed to provide a narrative discussion/explanation of all the assumptions made in developing the price proposal, completing all price tables and to explain the rationale for the structure of the price proposal. The information provided shall include:

**1. Explanation of Table B.1**

The Offeror shall provide the basis for developing the firm-fixed-price proposed for Task Order No. 1, including labor, hours and ~~all fees applied~~. All labor categories, ~~rates and fees~~ utilized for developing the fixed price shall be in accordance with ~~those proposed in~~ Table B.2 and B.3. ~~Information regarding the proposed award fee shall be included in~~ Section III-4 of the proposal.

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**2. Explanation of Table B.2**

The Offeror shall provide the basis for their proposed fees, as follows:

- Subcontracting ~~Fees (Markups)~~

The Offeror shall provide the basis and rationale for any proposed subcontracting markups and state company policy for determining such.

- Fringe Benefits ~~Fee(s)~~

The Offeror shall provide a listing of the fringe benefits included in the proposed fee(s) and state the legal requirement (including Service Contract Act and Davis Bacon Act) and company policy for each fringe benefit proposed and the formula for application. This information must contain the basis for fringe benefit calculations, judgments, or estimates.

- Overhead and G&A

The Offeror shall explain the basis for any corporate labor overhead and general and administrative (G&A) charges anticipated. Overhead must be shown separately from G&A. The information shall be prepared for each of the Offeror's two (2) previously completed fiscal years and the current fiscal year. The Offeror must provide detailed background data identifying the cost elements included in the overhead, G&A, or indirect pool, and a statement that such treatment is in accordance with the Offeror's established accounting practice and represents equitable distribution.

- Profit

The Offeror shall discuss the amount and rationale for any proposed profit.

### 3. Explanation of Table B.3

The Offeror shall provide the basis for each rate proposed, including at a minimum:

- A description of each labor category proposed, ~~and,~~
- ~~The skill level required to perform under each labor category.~~
- ~~If various rates apply to the same labor category, the Offeror shall clarify the reason for the difference.~~

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### 4. Explanation of Table B.4

The Offeror shall provide the basis for the proposed cost estimated for travel, including at a minimum the amount of trips, locations, and number of staff per trip.

### 5. Explanation of Table B. 5

The Offeror shall provide the basis for the proposed incentive.

### 6. Additional Information

The Offeror can provide additional information that may not be found in other subsections, which may include innovative techniques employed in the development of the price proposal. As long as the information contained in this subsection is related to the price proposal, the Offeror is free to provide as much narrative discussion as they feel is needed to ensure the proper understanding of their price proposal.

#### (d) **Section III-4 – Award Fee Plan for Task Order No. 1**

The Offeror shall propose an Award Fee Plan for Task Order No. 1 *only* that encourages financial stewardship and excellent performance. The Census Bureau reserves the right to adopt, negotiate or reject the proposed plan in its entirety or in part. If adopted, the plan shall be attainable and controllable, meaningful in magnitude, and based on the development of the Communications Plan (Task Order No. 1) and how it relates to Census goals, as described in Section C. When proposing the Award Fee Plan for Task Order No. 1, the Offeror shall use the sample template provided in Attachment J.5.

The Award Fee Plan for Task Order No. 1 shall include, at a minimum:

- Purpose of the plan;
- Proposed fee amount;
- Description of each performance criteria,
- Weight (%) given to each criteria;
- Performance standard for meeting each of the proposed criteria;
- Any additional information the Offeror deems necessary for the understanding of the plan.

**L.8 INSTRUCTIONS FOR SUBMISSION OF PROPOSAL**

- (a) The Offeror shall confine the submissions to the established page limitations for each section/subsection, as described in Table L.2. All pages in excess of the maximum number of pages stated will not be evaluated.
- (b) The Offeror's written proposal shall be prepared on Microsoft Word format (Ms Word 2000 or later version) and delivered in Adobe Acrobat PDF format (Adobe 6 or later version).
- (c) The Offeror's written proposal shall be prepared on standard 8.5x11 inch pages. The proposal pages shall be bound along the left side and numbered on the bottom, right side. The original proposal shall be printed on one side only and the remaining copies shall be printed double-sided. Each page shall have a one-inch margin at the top and the bottom and on each side. Page numbers, notations of proprietary material, and any other identifying information printed on each page may be included in the margin.
- (d) Text shall be in Times New Roman, 12 point font; however, text included in figures or graphics in the written proposal may be reduced to 9 point font. Table text must maintain 12-point font. Should the proposal require foldout pages for graphics, one foldout page shall not exceed 17x11 inches. Foldouts will be counted as two (2) pages, regardless of size, and subsequent page numbering must be adjusted appropriately.
- (e) For spreadsheet text in the Price Volume (Volume III), any font and size are permitted.
- (f) The Offeror shall submit written proposals on six (6) hard copies and one (1) set of CD-ROMs (electronic version).
- (g) Each hard copy volume shall be bound in a separate three-ring binder of minimum size to contain the material. A binder cover page shall be affixed to the outer cover of each volume that clearly identifies each volume with the volume number and name, copy number (i.e., copy 2 of 5), solicitation number, date of submission, and Offeror's name. This information also shall appear on the spine of the binder. Tab indexing shall be used to identify all sections within a particular proposal volume. There shall be no writing or graphics on the tab index page other than that required identifying the particular section.
- (h) For the electronic version, Volumes I and II may be placed together on one (1) CD-ROM, while Volume III shall be on a separate CD-ROM. CD-ROMs must be readable on an IBM PC-compatible system running Windows XP 2003 or higher.
- (i) Each CD-ROM shall be clearly labeled, and each label shall state the following:
  - (1) Offeror's name
  - (2) Solicitation number and name (2010 Census Communications Campaign)
  - (3) Date of the submission
  - (4) Proposal volume(s) contained on the CD-ROM. The name and number of the volume(s) shall be identified.

- (j) If more than one CD-ROM is required for a volume, each CD-ROM shall be labeled as Disk "x" of "y" (e.g., Disk 1 of 2).
- (k) If there are any discrepancies between the electronic version and the original hard copy version submitted in response to this RFP, the original hard copy version shall take precedence.
- (l) The Offeror shall submit their initial proposals by the time and date specified in Table L.1, Written Proposal Delivery Schedule. It is important that the offer is sealed and the outer envelope or wrapping of the offer is addressed as follows:

Postal Delivery (regular mail) address:	FedEx, UPS or similar delivery services*:
U.S. Census Bureau Attn: ACQ Division, William Russell, CO 4600 Silver Hill Rd. Washington, DC 20233 Solicitation No.: YA1323-07-RP-0002	U.S. Census Bureau Attn: ACQ Division, William Russell, CO 4600 Silver Hill Rd. – Room 3J257 Suitland, MD 20746 Solicitation No.: YA1323-07-RP-0002

\*If sent via FedEx, UPS or similar delivery services, offers must be delivered to the physical address above by the time and date specified in Table L.1.

**NOTE:** Failure to mark the outer cover of the package could be the cause of the offer being misdirected and received too late at the required destination shown above.

If hand carried, offers must be delivered to the address identified above for FedEx, UPS or similar delivery services, by the time and date specified in Table L.1.

- (m) Offers received at the destination above after the time and date specified for receipt shall be considered non-compliant.

## L.9 CLARIFICATIONS

During the evaluation of the written proposal, the Government may request clarification of any areas that are unclear and may ask for elaboration by the Offeror on these areas. Any such interchange between the Offeror and the Government will be for clarification only, and will not constitute discussions as defined by FAR 15.306(d).

## L.10 COMPETITIVE RANGE DETERMINATION (discussed in FAR 15.306 (c))

A competitive range determination will be made based on written proposals and evaluated against all of the Evaluation Factors, defined in Section M of this RFP. The Contracting Officer shall establish a competitive range comprised of all of the most highly rated proposals. Only



those Offerors who are determined to be in the competitive range will be scheduled to present an Oral Presentation.

The Government will provide each Offeror determined to be in the competitive range with weaknesses that shall be addressed during the Negotiations / Discussions.

If the Contracting Officer determines that the number of proposals that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the Contracting Officer may limit the number of proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals. (FAR 52.215-1 (f)(4))

## **L.11 ORAL PRESENTATIONS**

In addition to the written proposal, Offerors determined to be within the competitive range will make oral presentations to the Government. In the event there is a discrepancy between the written proposal and the oral presentation, the written proposal takes precedence.

The order of the presentations will be determined by a random drawing conducted by the Contracting Officer. The Government will notify Offerors of the scheduled date and time for presentation of their oral proposal.

The oral presentation shall be sufficiently detailed, specific, and complete to enable the Government to evaluate the presentation thoroughly in accordance with Section M.3 of the RFP. The Offeror's representatives shall demonstrate by their presentation and by answers to Government questions that they understand the requirements and challenges of the 2010 Census Communications Campaign, and that they are capable of developing practicable and effective solutions to those requirements.

Oral presentations shall be conducted in accordance with the instructions set forth below.

- (a) The Offeror shall use slides as a visual aid for its presentation. The Offeror may use additional presentation formats (renderings, video, recordings, etc.) as deemed appropriate.
- (b) Six (6) paper copies of the presentation material shall be provided to the Government at the beginning of the presentation. The Government will not accept any additional documentation (such as descriptive literature, etc.) for the evaluation that was not referenced during the presentation. No "speaker's notes" or other additional text shall be provided with the copies.
- (c) There is no limit to the number of slides that may be presented during the oral presentations, however, only those slides presented will be considered as part of the presentation. The evaluation panel will ignore any slides not presented in the allotted time.

### **L.11.1 Logistics**

- (a) The expectation is that two (2) working days will be required to complete the oral presentations (and discussion) sessions.
- (b) The Offeror and its Team will have two and a half (2.5) hours to provide their oral presentation to the Government, which will be held during the morning, the first day. The Offeror shall provide fifteen (15) minutes for break, which will not be counted against the allotted time (2.5 hours). It is at the discretion of the Offeror when to stop during the presentation to provide this break.
- (c) A Question and Answer session will follow the oral presentation. During this time, the Offeror will have the opportunity to provide their response to the weaknesses identified during the competitive range determination.
- (d) The Offeror shall provide the facility in which the oral presentations are to be conducted. The facilities shall be scheduled for two (2) consecutive days, following the dates provided by the Government. The facility shall be located within the Continental United States. The facility shall be large enough to accommodate ten (10) Government personnel in addition to the Offeror's oral proposal presentation team. Specific presentation start/end times will be provided with the agenda when the Government selects Offerors for oral presentations.
- (e) The Offeror shall provide a separate room of sufficient size for the Government's team to recess at any time during the oral presentations. This requirement is solely for the purpose of minimizing disruption to the surrounding environment.
- (f) The Offeror shall provide written notice to the Contracting Officer of the desired location of the oral presentation facility within ten (10) business days following notification by the Government of the dates/times for the presentation. Included in this notice shall be the name and telephone number of the Offeror's representative whom the Government should contact upon arrival at the facility, information concerning site access procedures (if required), information concerning parking location, a map of the facility (if required), building and room number, and any other logistical information that the Offeror deems necessary.
- (g) The Offeror may use its choice of presentation equipment during the oral presentation (e.g., overhead projector, slide projector, or computer-driven projection display).
- (h) The Offeror shall be responsible for providing the presentation equipment, preparing it (setting it up) prior to the start of the presentations, and operating it during the presentations.
- (i) The Offeror shall provide the Government with two (2) copies of a recording of the oral presentation at the conclusion of the presentations. Two (2) copies shall be provided on DVD-R format. No modifications to the content of the presentation whatsoever will be permitted, to include editing for any reason.

- (j) The Offeror may keep the original master version of the recording(s) for its own educational purposes. However, distribution of ANY copies of the orals other than to the Government is strictly forbidden, and will result in disqualification of the Offeror.
- (k) The Offeror shall be responsible for providing the recording equipment, set -up, personnel, media, and all other required equipment. The Offeror must determine appropriate parameters for lighting, sound, and speaker placement prior to the start of presentations, as the orals may not be halted for any reason once started.
- (l) The Government will allow one (1) hour after the conclusion of the orals sessions for the Offeror to complete the recording and copying process.

#### **L.11.2 Participation and Attendance**

- (a) All personnel proposed as key personnel in Section I-3 of the written proposal shall be physically present in the oral presentation facility at the time of the Oral Presentations.
- (b) In addition, other members of the Offeror proposed 2010 Census Communications Contract Team may be present at the oral presentations and should be available to the Government during the corresponding discussions.
- (c) One (1) company official who is authorized to negotiate on behalf of the Offeror may be present, but if she/he attends, she/he must be present for all sessions.
- (d) The Offeror shall provide staff to record the oral presentations.
- (e) It is at the discretion of the Offeror as to which presentation personnel other than key personnel present a particular session or partial session.
- (f) There is no limit on the number of attendees to the oral presentations.

#### **L.11.3 Topics to be covered**

All information provided during the oral presentation will be evaluated in accordance with Section M of the RFP.

The following topics shall be addressed during the oral presentation, in accordance with the information provided by the Offeror as part of the written proposal:

- (a) Similar experience – The Offeror shall present and discuss up to three (3) of the five projects submitted in Section I-1, Similar Experience, of their written proposal. It is at the Offeror's discretion as to which projects to present. The Offeror shall discuss lessons learned from each project and how these correlate to the 2010 Census campaign. The Offeror is encouraged to present creative samples of their provided solution for each project being presented.

- (b) Management Approach – The Offeror shall discuss its Program Management Plan, giving particular emphasis to their approach on managing and integrating multiple subcontractors to the process. The Offeror shall also discuss its proposed plan to coordinate / communicate with Census Bureau staff throughout the life of the contract and its plan to mitigate and manage risk.
- (c) Overall Technical Approach– At a minimum, the Offeror shall show evidence of their understanding of the 2010 Census and the 2010 Census Communications Campaign requirements and their technical approach to successfully perform and satisfy all requirements as defined in Section C of the RFP.
- (d) Offeror's Response to Target Segment Exercise - The Offeror shall present its proposed technical approach in response to the Target Segment Exercise.
- (e) Offeror's Proposed Solution to Task Order No. 1 – The Offeror shall present its proposed technical approach to successfully develop the national communications plan.

**No price information** shall be included nor presented during Oral Presentations.

Table L.3, Oral Presentations Agenda, summarizes the requirements and time allotted for the oral presentation session.

## **L.12 DISCUSSIONS (Negotiations) WITH OFFERORS (FAR 15.306 (d))**

Discussions (negotiations) are exchanges between the Government and Offerors that are undertaken with the intent of allowing the Offeror to revise its proposal. Discussions are tailored to each Offeror's proposal, and shall be conducted by the Contracting Officer with each Offeror within the competitive range.

Discussions may be conducted with all Offerors within the competitive range until the discussion period is closed by the Contracting Officer.

## **L.13 AMENDMENT TO PROPOSALS / REVISIONS & FINAL PROPOSAL REVISION (FAR 15.307)**

Except for the Offeror's responses to Government requests for clarification and/or deficiency reports, changes to the Offeror's initial submittal will be accepted only when proposal revisions are requested by the Government, as defined below.

After Oral presentations /Discussion (negotiations), each Offeror within the competitive range shall submit in writing a revision to their proposal to clarify and document understandings reached during the discussion (negotiations) session, by the date specified by the Government. Once revisions are received from all Offerors, the Contracting Officer may engage in further discussions, if necessary, until discussions (negotiations) are closed. After discussions (negotiations) are closed, the Government will conduct a Final Evaluation and Consensus. At this point, the Government intends to make award without obtaining further revisions.

If an Offeror's proposal is eliminated or otherwise removed from the competitive range, no further revisions to that Offeror's proposal shall be accepted or considered by the Government.

Any changes to a proposal made by an Offeror shall be accomplished by replacement pages and submitted following the same instructions in this section for the appropriate volume to the address identified in Section L.8(l).

Changes from the original page shall be indicated on the outside margin by vertical lines adjacent to the change. The Offeror shall include the date of the amendment at the bottom of the changed pages(s).

#### **L.14 ACCEPTANCE OF PROPOSALS**

Regarding acceptance of proposals:

- (a) The Government reserves the right to consider as acceptable only those proposals submitted according to all technical requirements stated or referenced in this solicitation and that demonstrate an understanding of the problems involved and the scope of the project.

#### **L.15 DISPOSITION OF PROPOSALS**

After selection and contract award, unsuccessful proposals shall be disposed of as follows: One copy of each proposal shall be retained by the Contracting Officer and the remainder shall be destroyed. Destruction certification will not be furnished. Absolutely no proposals will be returned to Offerors.

#### **L.16 MINIMUM ACCEPTANCE PERIOD**

The Government requires a minimum acceptance period of two hundred ten (210) calendar days. Offerors allowing fewer than this period in the "offer" portion of SF 33, entitled "Solicitation, Offer, and Award," for acceptance by the Government will be rejected as non-responsive and unacceptable.

#### **L.17 PRIME CONTRACTOR RESPONSIBILITIES**

The Offeror shall be held responsible as the Prime Contractor for the procurement of all services required under this contract. The Offeror alone shall be held responsible by the Government for performance of all Contractors' obligations under any contract resulting from their proposal. The Government, in turn, will render all payments due for services performed solely to the Prime Contractor.

#### **L.18 ALTERNATE PROPOSALS**

Alternate proposals will not be evaluated.

#### **L.19 ANTICIPATED AWARD DATE**

The anticipated contract award date is on or about *August 31, 2007*, but may be earlier or later than this date. The Government is not obligated to award the contract on this date. The anticipated effective date of the contract will be the award date of the contract.

## **L.20 NOTIFICATION OF CONTRACT AWARD**

After the Government has selected the best value Contractor, all selected and non -selected Offerors will be notified of the decision via e-mail.

## **L.21 POST AWARD DEBRIEFINGS (FAR 15.506)**

If a debriefing is desired, the unsuccessful Offeror must request in writing a debriefing within five (5) workdays (Monday-Friday) after the award decision has been announced. These requests shall be sent to [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov) and marked “[Company Name] – “Request for Debriefing”.

Deleted: [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov)

## **L.22 1352.233-17 SERVICE OF PROTESTS (MAR 2000)**

An agency protest may be filed with either (1) the Contracting Officer or (2) at a level above the Contracting Officer, with the agency Protest Decision Authority.

See 64 Fed. Reg. 16,651 (April 6, 1999) - (Internet site: <http://oamweb.osec.doc.gov/conops/reflib/alp1296.htm>) for the procedures for filing agency protests at the level above the Contracting Officer (with the Protest Decision Authority).

Agency protests filed with the Contracting Officer shall be sent to the following address:

U.S. Census Bureau  
Attn: ACQ Division, William H. Russell, CO  
4600 Silver Hill Rd.  
Washington D.C. 20233

If a protest is filed with either the Protest Decision Authority or with the General Accounting Office (GAO), a complete copy of the protest (including all attachments) shall be served upon the Contracting Officer and Contract Law Division of the Office of the General Counsel within one day of filing with the Protest Decision Authority or with GAO. Service upon the Contract Law Division shall be made as follows:

U.S. Department of Commerce  
Office of the General Counsel  
Contract Law Division– Room 5893  
Herbert C. Hoover Building

14<sup>th</sup> Street and Constitution Avenue, NW  
Washington, DC 20230  
Attn: Mark Langstein, Esquire  
FAX: (202) 482-5858

**L.23 ATTACHMENTS**

- a) Table L.1 – Written Proposal Delivery Schedule
- b) Table L.2 – Written Proposal Format
- c) Table L.3 – Oral Presentation Agenda
- d) Attachment L.1 – Similar Experience Matrix Template
- e) Attachment L.2 – Contractor’s Past Performance Questionnaire

TABLE L.1 – WRITTEN PROPOSAL DELIVERY SCHEDULE			
Document	Delivery Date	Description	
<b>List of Contractor's Past Performance References</b> <u>(To be included as part of the Technical Proposal)</u>	February 28, 2007 By 3:00 PM EST	The list shall include a maximum of five (5) references; at least one from each similar experience being proposed. The list <del>shall be submitted</del> <u>with the technical proposal.</u>	Deleted: 6  Deleted: by the Offeror via e-mail, to <a href="mailto:acq.2010.comm.@census.gov">acq.2010.comm.@census.gov</a> . ¶ The file shall be in Microsoft or Adobe PDF format.  Deleted: 6
<b>List of Key Personnel's Past Performance References</b> <u>(To be included as part of the Technical Proposal)</u>	February 28, 2007 By 3:00 PM EST	The list shall include two (2) references for each Key Personnel proposed. The list <del>shall be submitted</del> <u>with the technical proposal.</u>	Deleted: by the Offeror via e-mail, to <a href="mailto:acq.2010.comm.@census.gov">acq.2010.comm.@census.gov</a> . ¶ The file shall be in Microsoft or Adobe PDF format.
<b>Contractor's Past Performance Evaluation Questionnaires</b>	Until February 28, 2007 By 3:00 PM EST	Each reference identified shall submit a completed Past Performance Questionnaire <del>via e-mail to</del> <u>acq.2010.comm@census.gov</u>	Field Code Changed Deleted: <a href="mailto:acq.2010.comm.@census.gov">acq.2010.comm.@census.gov</a> .  Deleted: By February 15, 2007, The Government will provide the Offeror with confirmation of received/non-received past performance questionnaires, so that the Offeror may follow-up with references of non-received questionnaires. ¶
<b>Volume I – Similar Experience, Past Performance and Key Personnel;</b> <b>Volume II – Technical, Management &amp; Small Business Subcontracting Approaches;</b> <b>&amp;</b> <b>Volume III – Price Proposal</b>	February 28, 2007 By 3:00 PM EST	The Offeror shall submit six (6) hard-copies and one (1) electronic copy (CD ROM) of their written proposals to the Government.  Each volume shall be rendered in an individual binder marked as Volume I, Volume II or Volume III.  For the electronic version, Volume I and Volume II can be combined in one CD-ROM, while Volume III shall be submitted in a separate CD-ROM.	



TABLE L.2 – WRITTEN PROPOSAL FORMAT				
Proposal Section	Title	Max. # pages	Special Instructions	Evaluation Reference
<b>VOLUME I – Similar Experience, Past Performance and Key Personnel</b>				
	<b>Executive Summary</b>	2		Not applicable
<b>I-1</b>	<b>Similar Experience</b>	4 pages per project	Maximum of five (5) projects total, started within the past five (5) years. At least two (2) projects should have been performed by the prime Contractor. Projects shall be presented using the attached questionnaire (Attachment L.1). No additional items beyond the required content may be added to the template.	M.3.2
<b>I-2</b>	<b>Past Performance References</b>	No page limitation	Past Performance references shall be rendered for all projects that were provided under Section I-1 - Similar Experience. This section shall include the List of Contractor's Past Performance References previously submitted to the Government.	M.3.3
<b>I-3</b>	<b>Key Personnel Resumes</b>	3 pages per resume	A resume shall be rendered for each person proposed as Key Personnel, as defined in Section L.7.1(c)1. Resumes shall provide only relevant experience. Each resume shall include the name and contact information of the two (2) references previously submitted to the Government.	M.3.4
	<b>Key Personnel Letters of Commitment</b>	1 page per letter	Letters of commitment shall be rendered for each person proposed as Key Personnel above.	

Proposal Section	Title	Max. # pages	Special Instructions	Evaluation Reference
<b>VOLUME II – Technical, Management and Small Business Subcontracting Approaches</b>				
	Executive Summary	2		Not applicable
II-1	Technical Approach		Section II-1 – Technical Approach and Section II-2 – Management Approach, <b>combined shall not exceed sixty (60) pages in total.</b>	M.3.5.1
	1.1 - Overall Technical Approach			
	1.2 - Target Segment Exercise	60 pages	The Offeror may distribute information and arrange topics at its discretion, as long the total pages do not exceed the allowed amount.	M.3.5.2
	1.3 - Task Order No. 1 - Technical Proposal			M.3.5.3
II-2	Management Approach			M.3.6.1
II-3	Small Business Subcontracting Plan & Small Business Subcontract Participation Plan	No page limit		M.3.6.2
II-4	Representations, Certifications and Other Statements of Offerors	No page limit		Not applicable
<b>VOLUME III – Price Proposal</b>				
	Executive Summary	2		Not applicable
III-1	Price Proposal - General Information	No page limit		M.4
III-2	Price Proposal - Pricing	No page limit	The Offeror shall complete Tables B.1, B.2, B.3, B.4 and B.5 in response to this section.	
III-3	Explanation of Price	No page limit		
III-4	Award Fee Plan for Task Order No. 1	No page limit		

Deleted: ¶

TABLE L.3 – ORAL PRESENTATION AGENDA			
Session / Topic	Max. Time allotted	Special Instructions	Evaluation Reference
<b>DAY 1 – ORAL PRESENTATION &amp; Q&amp;A SESSION</b>			
<b>Introduction / Opening Remarks</b>	15 mins.	Each session <b>shall</b> begin with the identification of the session being presented and the presenter's introduction by name, position, and company affiliation.	Not applicable
<b>Oral Presentation of Proposal</b>	2.5 hours	Refer to Section L.11.3 for specific requirements for each topic.	
(a) <b>Similar Experience</b>	+ 15 min. for break	The Offeror shall provide 15 minutes for break, which will not be counted against the allotted time (2.5 hours). It is at the discretion of the Offeror when to stop during the presentation to provide this break.	(a) M.3.2
(b) <b>Management Approach</b>			(b) M.3.6.1
(c) <b>Overall Technical Approach</b>			(c) M.3.5.1
(d) <b>Target Segment Exercise</b>			(d) M.3.5.2
(e) <b>Task Order No. 1- Technical Proposal</b>			(e) M.3.5.3
<b>Lunch</b>	1 hour		Not applicable
<b>Questions &amp; Answers</b>	1 hour		Not applicable
<b>Caucus</b>	Until finish	This session is restricted to Government representatives only.	Not applicable
<b>DAY 2 – DISCUSSIONS / NEGOTIATIONS</b>			
<b>Introduction / Opening Remarks</b>	15 mins.	Each session shall begin with the identification of the session and the participant's introduction by name, position, and company affiliation.	Not applicable
<b>Discussions / Negotiations</b>	No time limit		Not applicable

## ATTACHMENT L.1 SIMILAR EXPERIENCE MATRIX TEMPLATE

<b>Offeror:</b> (Name & Address)	<b>Offeror Point of Contact:</b> (Name, telephone, e-mail address)
<b>(1) Project/Campaign Name, Contract Title and Contract Number:</b> Indicate the name of the project/campaign as well as the title of the contract, if different from the project name. Also provide the contract or order number.	
<b>(2) Client(s):</b> Name and mailing address of the Agency or company for which the work was or is currently being performed. If applicable, also supply the name of the division, group, or other organization within the agency/company. If the work has been contracted by one agency but performed for another, list both and clarify their roles.	
<b>(3) Period of Performance:</b> Indicate, by month and year, the start and completion (or “ongoing”) dates for the project, contract or order. State original completion date and, if applicable, revised completion date.	
<b>(4) Total Dollar Value and Contract Type:</b> Enter the original total dollar value of the contract and the current dollar value, if different. Enter the contract’s (or order’s) type (Cost Plus, Incentive, Award Fee, IDIQ, FFP, T&M, etc.) If contract type was different for project phases, list all applicable contract types.	
<b>(5) Project / Campaign Description :</b> Define the marketing/communications problem presented. Specify at a minimum the campaign goals and objectives, the extent/complexity of the project, the diversity among targeted audience(s), the budget, and the timeframe provided for developing and implementing the solution. Identify special requirements, such as communications tactics to be used in the campaign, <b><u>only if they were specified as a requirement by the client before contract was awarded.</u></b>	
<b>(6) Offeror’s Provided Solution:</b> Describe the research, technical and creative approaches developed/utilized by your company / team in response to the marketing communications problem described above. Include processes, methodologies, timeframes, languages and communication tactics (print media, emerging media, PR, special events, others) used. Describe the strategies employed to integrate these tactics, and the strategies employed to reach multiple and diverse audiences, including ethnic minorities (if applicable).	
<b>(7) Offeror’s Management &amp; Integration Approach:</b> Describe the extent of integration required between the Offeror and Subcontractor(s) for this project and how it was achieved and sustained during the project, from a managerial perspective.	
<b>(8) Problems Encountered/Resolution:</b> Describe any problems encountered (including any that affected the timeliness or effectiveness of the campaign) and the Offeror’s corrective actions to address the problems. Specify the turnaround timeframe (from problem to solution)	

**(9) Key Personnel:** Enter the name(s) of the key personnel currently being proposed in response to the 2010 Census Communications Campaign RFP who performed the work for this project. Indicate the role this person or persons played on the project. If no key personnel proposed for 2010 Census Communications Campaign were involved, indicate so with a "Not Applicable."

**(10) Other Contractor (s):** Enter the name of the company or companies assigned as principal Contractor(s) to this project, if different from the Offeror, and identify their roles. If the Offeror was/is the only principal Contractor for this project, enter "Not Applicable."

**(11) Subcontractor(s):** Enter the names of major Subcontractor(s) utilized by the Offeror during the project and their respective roles. If a company or companies being proposed as part of the Offeror's team in response to this RFP participated on the project, identify them in the response. If no subcontractor(s) were assigned, enter "Not applicable."

**(12) Small Business Participation:** If the contract required subcontracting goals or plans, indicate the small business participation goals set for the contract and the extent to which the Offeror attained the applicable goals. If goals or plans were not required, enter "Not Applicable."

**(13) Contracting Officer (CO) / Contract Administrator\*:**

Name:

Phone no.:

E-mail:

**(14) CO Technical Representative (COTR) / Project Manager\*:**

Name:

Phone no.:

E-mail:

**(15) Other Technical Point of Contact\*** (knowledgeable of the Offeror's performance on this project):

Name:

Phone no.:

E-mail:

\*The Government reserves the right to contact these references.

## ATTACHMENT L.2 CONTRACTOR'S PAST PERFORMANCE QUESTIONNAIRE

This is a Past Performance Questionnaire designed by the 2010 Census Communications Campaign Acquisition Team at the U.S. Census Bureau in Washington, D.C. This questionnaire will be used to evaluate Contractor's past performance, as part of their proposal for the 2010 Census Communications Campaign under solicitation number YA-1323-07-RF-0002.

Any questions regarding this document shall be addressed to: Lizannette Velez @ 301-763-1824, or via email @ [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov)

Deleted: [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov)

### Instructions to Evaluators:

Please complete the attached questionnaire based on your experience working with the Contractor in reference.

Use the following descriptions when completing the form:

<b>Outstanding</b>	Contractor's performance exceeded customer expectations and was technically acceptable, providing significant features or benefits.
<b>Satisfactory</b>	Contractor met customer expectations or contract requirements and demonstrated an acceptable understanding of the requirements.
<b>Unsatisfactory</b>	Contractor's performance was either marginal or did not meet customer expectations or contract requirements.
<b>Not observed/ Not applicable</b>	The element is not applicable; or it was not observed during the Contractor's performance.

The completed questionnaire shall be returned via e-mail to [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov), or by fax @ [301-763-4149](tel:301-763-4149), no later than **February 28, 2007, at 3:00 PM (EST)**. Please mark the subject line of the e-mail as: 2010 Comm – Contractor's Past Performance Questionnaire – [Contractor's Name].

Field Code Changed

Deleted: [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov)

Deleted: 301-457-1785

### IMPORTANT NOTICE:

When complete, the information on this form is **SOURCE SELECTION SENSITIVE INFORMATION** (41 U.S.C. 423) and shall be protected accordingly.

<b><i>CONTRACTOR INFORMATION</i></b>		<b><i>PROJECT / CAMPAIGN</i></b>	
<i>Name and Address of Contractor</i>		<i>Name of Project/Campaign for which services were provided</i>	
<b>EVALUATOR INFORMATION</b>			
<i>Name of Evaluator</i>		<i>Position:</i>	<i>Email address:</i>
<i>Agency/Company:</i>		<i>Phone Number:</i>	<i>Date of evaluation:</i>
<b>PROJECT / CAMPAIGN DESCRIPTION</b>			
Provide a brief description of project/campaign key characteristics including specific goals, targeted audiences, extent of campaign reach (local, national), campaign duration, communications tactics employed (advertising, PR, special events, grassroots, etc.), and types of media employed (TV, radio, interactive, print, OOH, collateral, etc.) Also include any requirements specific to your agency, if applicable (e.g. use of particular media venue, target a specific minority population(s)).			
<i>Contract No.</i>	<i>Contract Type</i>	<i>Contract Period of Performance Start:                      End:</i>	<i>How long did you monitor the Contractor's performance for this project?</i>
For this project, the Contractor performed as:  Prime Contractor _____ Subcontractor: _____		If Subcontractor, please describe the Contractor's role in the project.	
Initial Contract Value: \$		End Contract Value: \$	
Changes in contract dollar value throughout the life of the contract are / were attributable for the most part due to: (please select) Agency issued change orders (   )     Claims submitted by Contractor (   )     Agency actions (   )     Other contractors actions (   ) Please explain:			

<b>PERFORMANCE EVALUATION ELEMENTS</b>	<b>Outstanding (O) Satisfactory (S)</b>	<b>Unsatisfactory (US) Not Observed (N/O)</b>
<b>UNDERSTANDING OF REQUIREMENTS</b> <i>(Did the Contractor show an understanding of the scope of the requirements and an appreciation of the complexity of the requirements? Did the Contractor effectively identified flaws, inconsistencies and other inaccuracies in your technical direction?)</i>	Select: (O) (S)	(US) (N/O) Comments:
<b>RESEARCH CAPABILITIES</b> <i>( Was the Contractor able to execute and interpret strategic research as a base to develop successful tactics for the campaign? Was the Contractor knowledgeable of the latest techniques in market research and able to incorporate them to the project, as appropriate? Was the Contractor able to identify future innovations in the industry and changes in audience behavior/attitudes, and incorporate those innovations/ changes to the project?)</i>	Select: (O) (S)	(US) (N/O) Comments:
<b>TECHNICAL APPROACH</b> <i>(Was the Contractor's technical approach feasible and responsive to all requirements? Was the solution(s) provided consistent with your organization's interests, mission and philosophy? Were message consistency and brand cohesiveness maintained throughout the campaign? Did the Contractor effectively incorporate and integrate various communications tactics and media techniques in the project?)</i>	Select: (O) (S)	(US) (N/O) Comments:
<b>MANAGEMENT APPROACH</b> <i>(Was the Contractor able to effectively manage multiple and diverse projects/tasks from planning through execution phases? Were the Contractor's record- keeping practices efficient and consistent? Was the Contractor able to maintain integration among all service providers throughout the project?)</i>	Select: (O) (S)	(US) (N/O) Comments:
<b>CREATIVITY &amp; INNOVATION</b> <i>(Was the Contractor's approach creative and innovative? Were the developed product &amp; services (ads, collateral material, events, etc.) innovative and distinctive, but easy to understand by the targeted audience(s)? Did the Contractor incorporate innovative communication tactics in the campaign?)</i>	Select: (O) (S)	(US) (N/O) Comments:
<b>ABILITY TO REACH DIVERSE AUDIENCES</b> <i>(Was the Contractor aware and knowledgeable of the targeted audiences' characteristics and the best tactics to reach them? Was Contractor's approach effective in reaching numerous audiences, including diverse ethnic groups? Were the materials created in-language for the targeted populations? If so, were they effective?)</i>	Select: (O) (S)	(US) (N/O) Comments: - <u>Please provide the audience(s) targeted by this campaign, if applicable.</u>



<b>PERFORMANCE EVALUATION ELEMENTS</b> <b>– Cont.</b>	<b>Outstanding (O)</b> <b>Satisfactory (S)</b>	<b>Unsatisfactory (US)</b> <b>Not Observed (N/O)</b>
<b>MEDIA</b> <i>(Was the Contractor able to conduct media buys and ad placements that were advantageous for the campaign and for your company? Was the contractor's media strategy consistent with the stated objectives? Was the Contractor media and/or media mix selection cost effective and efficient in achieving goals?)</i>	Select: (O) (S) (US) (N/O) Comments:	
<b>QUALITY CONTROL / CHANGE MANAGEMENT</b> <i>(Was the Contractor able to identify challenges and risks for the project and provide preventive and effective solutions in a timely manner? After the campaign was launched, was the Contractor effective identifying problems and providing corrective action in an expedited manner?)</i>	Select: (O) (S) (US) (N/O) Comments:	
<b>TIMELINESS OF PERFORMANCE</b> <i>(Was the Contractor successful in planning and proposing realistic schedules and completing work on time, monitoring performance and implementing corrections/changes in a timely manner? Were products/ services delivered on schedule, conforming to specifications?)</i>	Select: (O) (S) (US) (N/O) Comments:	
<b>EFFECTIVE AND EFFICIENT USE OF SMALL BUSINESSES</b> <i>(Did the Contractor successfully meet subcontracting goals and objectives as related to small, woman-owned and small disadvantaged businesses, and did the Contractor successfully utilize and manage all subcontractor resources? Was the experience of small business subcontractors directly applied to the project?)</i>	Select: (O) (S) (US) (N/O) Comments:	
<b>COST CONTROL</b> <i>(Was the Contractor successful in estimating, planning and proposing realistic costs, and cost efficient alternatives, operating at or below budget, and implementing corrections/changes in a cost effective manner?)</i>	Select: (O) (S) (US) (N/O) Comments:	
<b>COMMUNICATION</b> <i>(Did the Contractor work and communicate well with your agency representatives, end users, other Contractors, subcontractors, and in-house staff? Did the Contractor maintain open communication between your organization and the subcontractors? Was the Contractor responsive and cooperative to changes in technical direction, correcting errors, poor performance, criticism/rejection of contract deliverables and other quality issues?)</i>	Select: (O) (S) (US) (N/O) Comments:	

OVERALL SATISFACTION (Please answer "Yes" or "No", as appropriate, and further explain your answer in the space provided)		YES	NO
Was the Contractor committed to customer satisfaction and to maintaining quality throughout the process? Provide comments:			
Did the Contractor's performance achieve / exceed your expectations? Provide comments:	Achieved		
	Exceeded		
Did the campaign achieve its goals? (If the Contractor performed as a subcontractor, or only contributed partially to the development of the campaign, please refer only to the portion executed by the Contractor.) Provide comments:			
Has the Contractor received any awards or certifications for the campaign and/or the work performed in this contract? Please mention			
Given the choice, would you do business with this Contractor again? Provide comments:			
List Contractor's <b>strong points</b> :			
List Contractor's <b>weak points</b> :			
Additional comments: (Attach additional sheets if necessary)			